

Listing of Claims:

1. (Currently amended) A method comprising:

~~scanning receiving information from a product tag in response to scanning the product tag with radiation, the received information including encoded text segments;~~

~~converting the received information to obtain the text segments, receiving product related content from the scanned tag, the content including segments of text, at least one of the received segments of the text segments including a first text segment and a separate meta tag having one of one or more associated values, each of the associated values corresponding to a different rule;~~

~~parsing the received the text segments of text and identifying the first text segment and the meta tag; and~~

~~expanding at least one of the received segments of text based on a rule corresponding to a value associated with the identified meta tag; and~~

~~displaying the expanded at least one segment of first text segment in a manner determined by the rule corresponding to the one associated value, on a display device.~~

2. (Currently amended) The method of claim 1, wherein the ~~scanning product tag is a radio frequency identification tag, and wherein receiving information from a product tag comprises receiving information in response to scanning a the radio frequency identification tag with radiation originating at a mobile terminal.~~

3. (Currently amended) The method of claim 1, wherein the ~~scanning receiving information from a product tag comprises receiving information in response to scanning the product tag with light.~~

4. (Original) The method of claim 1, wherein the meta tag comprises at least one character.

5. (Original) The method of claim 1, wherein the meta tag consists of one character.

6. (Currently amended) The method of claim 1, wherein the expanding manner determined by the rule corresponding to the one associated value comprises adding text to the at least one segment of first text segment.
7. (Currently amended) The method of claim 6, wherein the expanding manner determined by the rule corresponding to the one associated value comprises adding text-formatting instructions to the at least one segment of the first text segment.
8. (Currently amended) The method of claim 46, wherein the expanding manner determined by the rule corresponding to the one associated value comprises converting the at least one first text segment of text to a hyperlink to a computer network site.
9. (Previously Presented) The method of claim 8, further including:
receiving product information from the computer network site.
10. (Currently amended) The method of claim 48, wherein the expanding converting the first text segment to a hyperlink comprises searching a domain name database table for a network address an entry that corresponds to the at least one segment of first text segment.
11. (Currently amended) The method of claim 1, further including determining whether wireless network access is available for a terminal having the a display device on which the first text segment is displayed.
12. (Currently amended) The method of claim 11, wherein the expanding manner determined by the rule corresponding to the one associated value comprises expanding the at least one segment of first text segment into to a hyperlink to a local or remote network site, which allows access to respective information depending on whether the wireless local-network access is available.

13. (Canceled)

14. (Currently amended) The method of claim 1, wherein ~~at least one of the received the text segments of text includes~~ include at least one formatting code.

15. (Original) The method of claim 14, wherein the at least one formatting code comprises an HTML tag.

16. (Original) The method of claim 1, wherein the product tag comprises a radio frequency identification tag.

17. (Currently amended) The method of claim 1, wherein ~~at least a second of the received the text segments include~~ a second text segment and the second text segment ~~of text~~ includes a domain name ~~code~~ code, and the method further includes converting the domain name code into a uniform resource locator of at least one of a product information and a product name associated with the product tag.

18. (Currently amended) The method of claim 1, wherein the text segments further include a second text segment, and further comprising:

~~displaying the second text segment further including displaying on the display device product related content corresponding to one of the received segments of text in a manner determined by a rule associated with the position of the one second text segment of text within the received segments of text segments.~~

19. (Canceled).

20. (Canceled).

21. (Canceled).

22. (Currently amended) An apparatus comprising:

a transceiver ~~module~~ configured to generate radiation for scanning a product tag and configured to receive, in response to said scanning, information including encoded text segments product related content in the form of segments of text separated by field separators, wherein at least one segment of the text segments include a first text segment and includes a separate meta tag having one of one or more associated values, each of the associated values corresponding to a different rule; and

~~a driver configured to convert the received information to obtain the text segments; and~~

~~a parsing module~~~~parser~~ configured to

~~parse the text segments of text received from a scanned product tag and identify the first text segment and the meta tag, and a meta tag having one or more associated values, each of the associated values corresponding to a different rule;~~

~~expand at least one of the received segments of text based on a rule corresponding to a value associated with the identified meta tag, and~~

~~display the expanded at least one first text segment, in a manner determined by the rule corresponding to the one associated value, on a display device, of text on a display device.~~

23. (Previously Presented) The apparatus of claim 22, further including a meta tag database storing instructions corresponding to the rules corresponding to possible associated values of the meta tag.

24. (Currently amended) The apparatus of claim 22, wherein the ~~parsing module~~ expands the at least one segment of ~~parser~~ is configured to display the first text segment by expanding the first text segment into a hyperlink to a local or remote network site, which allows access to respective information depending on whether wireless local network access supported by the transceiver ~~module~~ of the apparatus is available.

25. (Currently amended) A computer-readable medium having stored thereon computer-executable instructions that, when executed, cause a device to:

~~receive information from a product tag in response to scanning the product tag with radiation, the received information including encoded text segments;~~

~~convert the received information to obtain the text segments, receive product related content from the scanned tag, the content including segments of text, at least one of the received segments of the text segments including a first text segment and a separate meta tag having one of one or more associated values, each of the associated values corresponding to a different rule;~~

~~parse the received text segments of text and identify the first text segment and the meta tag; and~~

~~expand at least one of the received segments of text based on a rule corresponding to a value associated with the identified meta tag; and~~

~~display the expanded at least one segment of first text segment in a manner determined by the rule corresponding to the one associated value, on a display device.~~

26. (Currently amended) The computer-readable medium of claim 25, wherein the product tag is a radio frequency identification tag, and wherein the computer-executable instructions that, when executed, cause the device to scan receive information from a product tag comprise instructions that, when executed, cause the device to scan ~~the~~ radio frequency identification tag with radiation originating at the device.

27. (Currently amended) The computer-readable medium of claim 25, wherein the computer-executable instructions that, when executed, cause the device to scan receive information from a product tag comprise instructions that, when executed, cause the device to scan the product tag with light.

28. (Previously Presented) The computer-readable medium of claim 25, wherein the meta tag comprises at least one character.

29. (Previously Presented) The computer-readable medium of claim 25, wherein the meta tag consists of one character.

30. (Currently amended) The computer-readable medium of claim 25, wherein the ~~computer executable instructions that, when executed, cause the device to expand the at least one segment of text comprise instructions that, when executed, cause the device to add text to the at least one segment of text in manner determined by the rule corresponding to the one associated value comprises adding text to the first text segment.~~

31. (Currently amended) The computer-readable medium of claim 30, wherein the ~~instructions that, when executed, cause the device to add text comprise instructions that, when executed, cause the device to add text in manner determined by the rule corresponding to the one associated value comprises formatting instructions to the at least one the first text segment, of text.~~

32. (Currently amended) The computer-readable medium of claim 25, wherein the ~~computer executable instructions that, when executed, cause the device to expand the at least one segment of text comprise instructions that, when executed, cause the device to convert the at least one manner determined by the rule corresponding to the one associated value comprises converting the first text segment of text to a hyperlink to a computer network site.~~

33. (Previously Presented) The computer-readable medium of claim 32, further including instructions that, when executed, cause the device to:

receive product information from the computer network site.

34. (Currently amended) The computer-readable medium of claim 25, wherein ~~converting the first segment of text to a hyperlink comprises searching the computer executable instructions that, when executed, cause the device to expand the at least one segment of text comprise~~

~~instructions that, when executed, cause the device to search a domain name table database for a network address an entry that corresponds to the at least one first text segment, of text.~~

35. (Previously Presented) The computer-readable medium of claim 25, wherein the computer-executable instructions further include instructions that, when executed, cause the device to determine whether wireless network access is available.

36. (Currently amended) The computer-readable medium of claim 35, wherein the computer-executable instructions that, when executed, cause the device to expand the at least one segment of text comprise instructions that, when executed, cause the device to expand the at least one manner determined by the rule corresponding to the one associated value comprises expanding the first text segment ~~into~~ of text to a hyperlink to a local or remote network site, which allows access to respective information depending on whether the wireless local network access is available.

37. (Canceled)

38. (Previously Presented) The computer-readable medium of claim 25, wherein the product tag comprises a radio frequency identification tag.

39. (Currently amended) The computer-readable medium of claim 25, wherein ~~the text segments include at least a second text segment and the second text segment of the received segments of text includes a domain name code and wherein the computer-executable instructions further include instructions that, when executed, cause the device to convert the domain name code into a uniform resource locator of at least one of a product information and a product name associated with the product tag.~~

40. (Currently amended) The computer-readable medium of claim 25, ~~wherein the text segments include a second text segment, and wherein the computer-executable instructions~~

|| further include instructions that, when executed, cause the device to display the second text segment on the display device ~~product related content corresponding to one of the received segments of text~~ in a manner determined by a rule associated with the position of the ~~one second text segment of text~~ within the ~~received text segments~~ of text.